

## *CREATIVE ECONOMY & PLACE FAQS*

### WHAT IS MISSISSIPPI'S CREATIVE ECONOMY?

Mississippi's Creative Economy is the sum of all wealth generated by the state's cultural and creative enterprises, institutions, people and places. It also adds value to traditional economic sectors like manufacturing, agriculture, service and tourism, while influencing where people choose to live, work, learn and visit.

### WHAT DO YOU MEAN BY CREATIVITY?

- Products or services that obtain its value from a distinctive appearance, content, sound or emotional responses and those enterprises necessary to take them from raw materials to markets
- Occupations that require or benefit from artistic expression and/or imagination. Both within and outside of creative enterprises
- Places with abundant creative assets and an environment that supports and celebrates creative spirit

Creativity can mean many different things and can be found in multiple types of industries, people and places, but when talking about Mississippi's Creative Economy we work within specific industry sectors grouped into six sub clusters:

#### **VISUAL & PERFORMING ARTS:**

painters, photographers, sculptors, galleries, jewelers, musicians, actors, dancers

Artisans who use their imagination to produce works of arts and the enterprises that support, display and sell the products. Music, theatre, dance, and spoken word and the performers, promoters, producers, directors and technicians needed to bring the performing arts to the public.

#### **DESIGN:**

architects, landscapers, fashion designers, graphic designers, web design, advertising firms

Companies that apply creative content to the built environment, architecture, landscaping, and interior design. The sub cluster also includes those firms that apply design to consumer products or to influence consumption patterns, such as fashion and furniture design, graphic design, web design, advertising, and design-intensive manufacturers.

## **FILM, VIDEO, & MEDIA:**

film, animation, TV, and radio businesses, organizations, and talent

Includes the production and marketing of motion pictures, music, radio, cable, television programming, internet publishing, and multimedia firms. This includes sound and film studios, theaters, distributors, and agents.

## **LITERARY & PUBLISHING:**

authors, poets, content creators for news and webpages, publishers, distributors

The state's many fiction and non-fiction authors, poets, and writers of content for the news media or web pages. It also includes book, magazine, and journal publishers, bookstores, distributors, reviewers, and critics.

## **CULINARY ARTS:**

chefs, gourmet food shops, caterers, restaurants

Not defined by industry classification alone, this subset of the food preparation industry in which aesthetics and creative content are what attracts customers and generates higher prices. The sub cluster includes food establishments that employ trained chefs, gourmet food shops and caterers, and restaurants.

## **MUSEUMS & HERITAGE:**

museums, libraries, historical assets

Defined as a sub cluster of museums, libraries, and historical assets, including those that are part of federal, state, and local government agencies or educational institutions.

*Simply...*

It's arts and culture, y'all!

## **WHO/WHAT MAKES UP THE CREATIVE ECONOMY?**

### **CREATIVE WORKFORCE**

*Individuals* – People working in creative occupations that require imagination and/or artistic expression such as artists (creation-oriented sole proprietors), free-lance designers and videographers in both creative and non-creative business, such as a graphic designer at a bank. Plus people working in non-creative occupations in creative businesses such as an accountant at a record company

### **CREATIVE ENTERPRISES**

*For Profit Businesses* – Companies and creative entrepreneurs (growth-oriented businesses) that make products that get their value from a distinctive appearance, content, sound, or emotional response. Architecture firms, advertising agencies, publishing houses and businesses whose design gives them a competitive edge in the free market (Viking Range Corporation, NunoErin)

*Non-Profit Organizations* – Museums, orchestras, theatres, dance companies and arts councils

## creative PLACES

*Communities* – Places that support and encourage creativity and often have many creative businesses, individuals, programs and events; creating a 'cluster' effect

Or...

*Creative Enterprises* refer to industry, both commercial and nonprofit;

*Creative Workforce* refers to occupation; and *Creative Places* refer to geography.

## WHAT IS CREATIVE PLACEMAKING?

*In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.*

Breaking it down to the three-part term creative/place/making, is that *creative* stuff (the arts) produces effects in *places*, *making* them better. Or making *spaces* into *places*.

## AREN'T CREATIVE ECONOMY AND CREATIVE PLACEMAKING THE SAME THING?

Sometimes...but not always. Creative economy activities can have placemaking benefits and creative placemaking initiatives can lead to economic development, but placemaking goes deeper than just an economic objective. Creative placemaking creates community connections and a sense of belonging by bringing the livability and vitality of a community to the forefront of creating a sense of place with arts at its core. Social attachment, civic engagement and physical development are all areas that benefit from creative placemaking initiatives.

Knowing when an activity, program or project is economy based or place based (or both) is necessary to be able to evaluate and measure its success.

## WHO IS PART OF CREATIVE PLACEMAKING?

This is the really cool part...anyone and everyone! Successful creative placemaking initiatives have been led by artists, private developers, community development organizations, government officials and many others. While creative placemaking always places arts as its nucleus, creative initiators can be anyone that has the initiative and drive to get the job done.

FOR MORE INFORMATION:

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